

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: Bruce A. Fogelson Art Unit: 3688

Serial No.: 09/885,970

Filed: June 21, 2001

For: METHOD AND SYSTEM FOR CREATING ADVERTISING BOOKS

Attorney Docket No.: 80216

DECLARATION OF BRUCE A. FOGELSON

Assistant Commissioner for Patents  
Washington, D.C. 20231

Sir:

I, BRUCE A. FOGELSON, am the named inventor in the above-identified application and make the following statements based upon my own personal knowledge and experience do make this additional DECLARATION as of this date signed hereto below

- (1) I have received a BSBA degree in 1983 from the University of Denver in Real Estate Development and Finance. I have mostly worked in real estate in Chicago Illinois and related fields for the majority of my career as a broker, consultant, and mostly as a builder, developer and entrepreneur.
- (2) My family and I have been successfully involved in the real estate and building industry. Our and my success has afforded me the privilege of being generous financially and with my time, expertise and leadership to political, not-for-profits, charity and faith-based and numerous other types of organizations in many ways, including but not limited to my children's school.
- (3) I have been a working member of charitable Ad-

Book fundraising committees before 1999 and have been associated with charity Ad-Books as a donor or soliciting group member for many years prior to 1999, and as best as I can recall, to as far back as the early 1980s. I can attest from first hand knowledge that the attached 32 WARD DIR "ad-book" is similar in nature to other such charity books, directories and guide books used for fundraising for local not-for-profit groups parties or associations as a way to help raise money from members and affiliates for the not-for-profit purposes of the group, as opposed to the sole commercial advertising decisions for such other books, such as coupon-books, or trade journals or such general publications as newspapers.

- (4) I am currently familiar with electronic books but have had no knowledge of or experience with books converted to an electronic format before the year 2004 at the earliest. I have no recollection of any advertisements placed or interlineated in to electronic books in any fashion, including by key-word or topical association. It is my experience that "charity ad-books" are un-like a book or electronic book or novel with advertisements aka ad's inserted into otherwise independent literary or original content such as a novel prose, or other type or magazine, text, reference or entertainment book. And, by contrast to a typical book of literary or other independent content, there is no other litany or material content to what we commonly refer to as a "charity ad-book" or simply "ad-books". The simple and obvious exception is content in a "charity ad-book" which is associated with the charity or not-for-profit group such as a dinner program, stage production, golf-outing, or similar charity event associated with the group and or the group's event or purposes. A "charity ad book" or "ad book" is not, but may be more aptly called a book of charity messages.
- (5) Donors to a "charity ad book" have a similar donor's intent to one who would donate money to a contribution building fund of a not-for-profit school, hospital, library or institution to gain

the recognition of having the their name on in or on the new building on a plaque brick or the major naming rights of naming the entire wing or building after the donor. Obviously, donations to an donation "ad book" are similar, but lesser in scale permanence, prominence and medium.

- (6) My Children do and did attend the Bernard Zell Anshe Emmet Day School (BZAEDS) located in Chicago Illinois. For many years BZAEDS has raised funds to help send its' 8<sup>th</sup> grade class for an annual trip to Israel. The BZAEDS 8<sup>th</sup> grade often puts on a live theoretical production featuring the students for the parents, family and friends as a fund-raiser. In conjunction with the presentation, the class uses the stage-bill as an "ad-book" for fundraising purposes. The stage-bill / "ad-book" is often the most valuable and profitable single fundraising tool employed to the annual efforts at raising funds for the BZAEDS class.
- (7) The BZAEDS school charity student fundraiser (BZ Ad Book) is solicited by for and among the BZAEDS community of family and friends for it's not-for-profit purposes. The forms typically used for this BZ Ad Book are typical of this type of operation. Samples of these forms are titled, respectively "Ad Sheet/Order Form for the Eighth Grade Class..." for 2005 and "Playbill Ad Book Order Form" for the year 2006. These forms are attached hereto as Exhibit A.
- (8) Community reminders are typical to a group's efforts to self-motivate to fundraisers and sell or collect charity through the vehicle of an ad-book. Community reminders for the years 2005 and 2006 for the BZ Ad Book circulated to BZAEDS are attached as Exhibit B
- (9) Other similar efforts to gain funds through donations granting naming or name recognition include being a t-shirt sponsor as per the example of Exhibit C.
- (10) The BZ Ad Book as the predominant fundraising method of the BZAEDS 8<sup>th</sup> Grade Class Fundraising

Totals is seen in the BZAEDS 8<sup>th</sup> Grade Trip Fundraising Budget vs Actual for 2005 which is attached as Exhibit D.

- (11) The BZ Ad Book for 2008 was featured in the school play production of "the 2008 Morton Reisman Eighth Grade Operetta of High School Musical On stage" which played to in the School's Community Hall in March 2008 and represented a typical example of the years of similar productions and accompanying BZ Ad Books. The attached excerpts are a representative sample from the community BZ Ad Book for 2008 attached as Exhibit E.
- (12) The attached Exhibit E of excepts from the AZ Ad Book include:
  - a. A message to the class of 2008 with heartfelt admiration from the Head of School.
  - b. Greetings and salutations from community leaders and teachers.
  - c. Page 32 listing of the 51 years of music-theatre which represent the history of this type of event, each one of which would most likely have featured a "charity ad book" with or as a part of its' show program for the event.
  - d. Page 33 began "showstoppers" which preceded the to list the student-cast of the musical production for the benefit of the group, family and friends. These cast-members where, in effect, the honorees of this charity ad-book and also the beneficiaries, since the purpose of the event was to raise money for the school trip.
- (13) In Exhibit E, the double-page "ad" featured on page 72 and 73 were dedicated to Mitch Fogelson, son of Bruce A. Fogelson (the inventor/applicant) by Gerald (Grandpa) and Georgia (Grandma) Fogelson, parents of Bruce and grand parents of Mitch who was featured in the 2008 stage production to raise funds for a school trip to Israel and featured a photo of Gerald, Mitch and Georgia Fogelson. There was no commercial intent in this "ad" and the ad was placed strictly as a

statement of support for the group and its members, including Mitch, who was a member. The double full-page ad featured prominently in the BZ Ad Book and toward the front due to it's greater expense.

- (14) The "ad's on Page 192, 193 and 113 of Exhibit E were single page ads-messages. Page 192 was donated by Mitch Fogelson, featured his photo and well-wishes. Page 193 was donated by the family of Bruce and Lori Fogelson and featured a family photo and well-wishes. Ad-message on page 113 was by the maternal grandparents of Mitch Fogelson, Norman and Francis Ochstein and featured a message of praise and love. None of these charity ads-messages had any commercial content or intent and were only intended to further support the group.
- (15) The ad-message on page 112 of Exhibit E features congratulations to Mitch (Fogelson) and the BZAEDS Class of 2008 by Paramount Homes. Paramount Homes is owned 100% by Bruce Fogelson (the inventor/applicant) and by placing this additional ad-message page, neither Paramount Homes nor Bruce Fogelson had any commercial intent. Paramount Homes had never sold or considered selling a home to the BZAEDS community nor did Bruce or Paramount ever intend to actually solicit any of its regular home building business good-will or commercial advantage. The additional page was purchased by Paramount Homes strictly as a charitable donation and was most likely treated as such for tax-purposes.
- (16) The stage-bill/"Ad-Book" is produced by the group members / parents and I have served on the BZAEDS Ad-Book Committee in roles similar to the "Ad-book chairman" or "Ad-Book Executive Committee" and thus I have personal experience as one skilled in the art.
- (17) I am a member of the board of directors of the Roosevelt University Chicago School of Real Estate which is a graduate school located in Chicago Illinois. The School and the University are not-for-profit educational institutions and

regularly seek to raise charitable donations. The School has, for many years held an annual Gala dinner featuring awards, a key-note speaker and an honoree. As an active member of the local Chicago social philanthropic and professional community I can attest that this is type of "Gala" or "Annual Dinner" is typical of similar charitable events including the fact that it features a "charity ad book" in this case called a "program book". The Program book serves the multiple purposes including promoting donations to the group and self-recognition as a donor among peers (as opposed to commercial soliciting of business from the general public or within commercial trade-magazines which have general circulation beyond just those attending the event).

- (18) As one skilled in the art I can attest that a solicitation form is the standard method of obtaining donations and the laudable statements or "charity ads" for charity ad-books. In my experience, the Roosevelt University charity ad-book forms are typical and a sample of the typical Roosevelt University Chicago School of Real Estate Gala 2004 Program Book Ad Contract is attached hereto as Exhibit F.
- (19) The Program Book Ad Contract stipulates that "The full amount of your contribution is tax deductible. This statement is added in this not-for-profit instance since no matter the intent of an Advertisement, "ad" or message, the group itself is a not-for-profit and thus the commercial intent is irrelevant if the full ad can be deducted for charitable purposes. The statement is also relevant since the Program Book is not a general publication and reaches only those members of the group which are already donating to the event by attending and thus already members or affiliates, there is no commercial publication and thus no real value for any of the ads as compared to a commercial publication in a general or trade publication.
- (20) An example such as the Roosevelt University "Program Book" or of a "charity ad book" such as

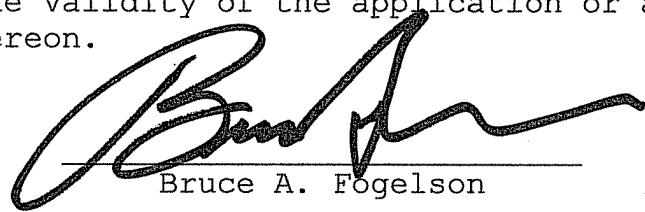
the stage-bill like "ad book" which was for any one of the BZAEDS school plays start with the core-content of their "ads" or messages of support. These "ad-messages" and such "ad-books" do NOT start with a book or novel, and then add or insert ad's into the narrative or content, but start with solicitations and, taken together, are organized in order of their fund-raising purpose or priority and combined to comprise an book of such "ad" like laudable statements.

- (21) I can attest that the majority, if not the vast majority of "ads" in the remainder of the "ad-book" were by people and companies or anonymously who placed these ads in the ad-book with the knowing intent that the "ads" or messages were for not-for-profit, charity or political purposes and that these donor/advertisers were not solicited from the general public, but were members, sponsors or supporters of the group or groups members or affiliates who were solicited from the group. In addition, the "ads" or congratulatory messages which were solicited by the typical form in Exhibit A were combined into a dinner program for the very limited circulation at the dinner and to members or guests who attended the fundraising dinner, and not to the general public.
- (22) The stage-bill/"Ad-Book" is produced by the parents and I have served on the BZAEDS Ad-Book Committee in roles similar to the "Ad-book chairman" or "Ad-Book Executive Committee" as well as solicitor for contributions by family and friends and have first hand knowledge of the inner-workings of ad-books and can be considered one skilled in the art of charity or community ad-books. The Roosevelt University dinner program "ad-book" was administered by staff and or fundraising consultant / event programmer as part of the typical fund-raising dinner and I did solicit and obtain ads for the Roosevelt dinner "ad-book", thus also giving me first hand experience in the field as board member, solicitor and attendee and providing my own laudable statement which was strictly for purposes of honoring the honoree with a donation

and not for commercial purposes.

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code, and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

Date: March 27, 2009



Bruce A. Fogelson

The above signed  
Bruce A. Fogelson  
is known to me

Notary Public:



~~Fogelson~~

Date: 3/27/2009

Exhibit A

A

**\*\*\*AD SHEET/ORDER FORM\*\*\***

The Eighth Grade Class of Bernard Zell Anshe Emet Day School ~~ 2005 Morton Reisman Operetta  
Irving Berlin's

**Annie Get Your Gun**

Ad sale proceeds help finance the Bernard Zell Anshe Emet Day School Class of '05 trip to Israel in March. **Space is limited. Please reserve your ad now!** The program will be 8 1/2" H x 5 1/2" W; all black & white.

Ad Size	Print Area	Price	Your Selection(s)
1/8 page (business card)	2 1/8" x 1 3/4"	\$50	
1/4 page	4 1/2" x 1 3/4" (Horizontal)	\$75	
1/4 page	2 1/8" x 3 5/8" (Vertical)	\$75	
Half page	4 1/2" x 3 5/8"	\$125	
Full page	4 1/2" x 7 1/2"	\$250	
<b>"Special" pages*</b>	<b>4 1/2" x 7 1/2"</b>	<b>\$518</b>	
<b>Two-page spread*</b>	<b>9" x 7 1/2"</b>	<b>\$750</b>	
Inside Front Cover **	4 1/2" x 7 1/2"	\$1,118	Under contract
Center Page Spread **	9" x 7 1/2"	\$1,500	Under contract
Inside Back Cover **	4 1/2" x 7 1/2"	\$1,118	Under contract
Outside Back Cover **	4 1/2" x 7 1/2"	\$1,118	Under contract

\* New this year!! \*\*Based on availability

Name \_\_\_\_\_ Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

**Enclose your check made payable to: Bernard Zell Anshe Emet Day School**

Enclose your finished B/W ad, ad copy/layout, photos (black & white), business card or rough drawing and our design team will produce your ad at no extra charge.

**?Questions? Contact Michelle Holland @ 312 420 5522 or Beth Vorwaller @ 773 213 0501**

**Size of Ad** \_\_\_\_\_

**Amount Enclosed** \_\_\_\_\_

**Ad design/copy enclosed**  **Ad design/copy to come**  **Check enclosed(check #)** \_\_\_\_\_

Forward materials and payment to:

**or**

Drop in box on Kim Houston's desk

Operetta PLAYBILL 2005

Operetta PLAYBILL 2005

3751 North Broadway

School main lobby

Chicago, IL 60613

(extra copies of this form are there, too!)

**DEADLINE FOR AD SPACE AND MATERIALS IS FRIDAY, FEBRUARY 18, 2005**

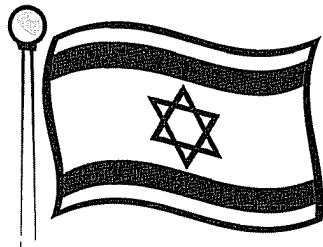
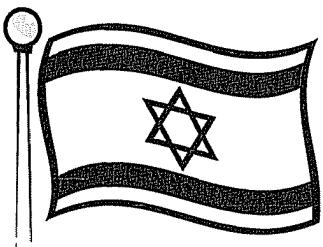
Solicited by (please print) \_\_\_\_\_ Phone # \_\_\_\_\_

*Give one copy to the advertiser.  
Submit one copy with check.*

*Thank you!!!*

Exhibit B

B



# **The Class of 2005 is GOING TO ISRAEL!!!**

# **Please Support the 8<sup>th</sup> Grade Trip...**

# **...Buy an ad in our *“Annie Get Your Gun”* Operetta Playbook**

**...Lead the retailers and consultants our school community supports to take out ads, promote their businesses, send congrats!!**

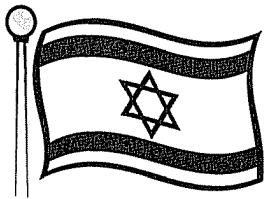
# The *Playbill* reaches 500+ families during *Operetta Weekend* (March 19-20)

*Pick up/drop off ad order forms at Kim's desk, or contact:*

Michelle Holland 312 420-5522 \*\* Beth Vorwaller 773 213-0501  
Katzin@rcn.com Vorwallerb@ameritech.net

*Deadline for all order forms, ads and payments received is  
Friday, February 18*

SEE COPY OF ORDER FORM ON BACK OF THIS PAGE FOR PRICES



## **Please Support the 8<sup>th</sup> Grade Trip to Israel**

**Buy and Sell Ads for the "Oliver!"  
2006 Operetta Playbill**

**The Playbill reaches over 500 families during  
Operetta Weekend - March 25 & 26, 2006**

**Let's reach out to retailers and others  
to buy ads in the Playbill to:**

- **promote their businesses**
- **show support for the BZAEDS Community**
- **send congrats**

*Pick up/drop off ad order forms at Kim Houston's desk, or contact:*

Ellyn Bank  
773.281.8111  
[Earthmomma2@comcast.net](mailto:Earthmomma2@comcast.net)

Karen Lewak  
773.665.7905  
[klewak@rcn.com](mailto:klewak@rcn.com)

Shari Davis  
773.539.5422  
[Sharidavis1@comcast.net](mailto:Sharidavis1@comcast.net)

**Deadline for all order forms, ads and payments is  
Friday, February 10, 2006**

Ad sale proceeds help finance the Bernard Zell Anshe Emet Day School Class of '06 trip to Israel.  
**Space is limited. Please reserve your ad now!** The playbill will be 8 1/2" H x 5 1/2" W; all black & white.

(Ad Book Sample Thank You Letters. Please feel free to embellish/change as needed)

Dear (corporate advertiser),

On behalf of our entire 8<sup>th</sup> grade graduating class, we want to thank you for advertising in our *Annie Get your Gun* ad book. Your generous contribution helped support our class trip to Israel. It was an amazing experience and we're glad we were able to take the trip together as a class.

Our school administrative office is sending you a letter regarding your tax-deductible contribution along with a copy of the ad book. We hope you'll consider advertising in future years!!

Best regards,

*Name of student  
Students/parents names, etc.*

---

Dear (family/friend, etc.),

On behalf of our entire 8<sup>th</sup> grade graduating class, I want to thank you for taking out an ad in our *Annie Get Your Gun* ad book. It meant a lot to me to see your ad and it made me feel really great.

As you know, your generous contribution helped support our class trip to Israel. We just got back and I want you know that it was really amazing.

Of course, I hope you enjoyed the show. We had a lot of fun performing for you!! (If they attended).

Or

Sorry you couldn't make the performance but you can catch it on video next time we're together!! ☺

Love,

*Name of Student*

Exhibit C

C

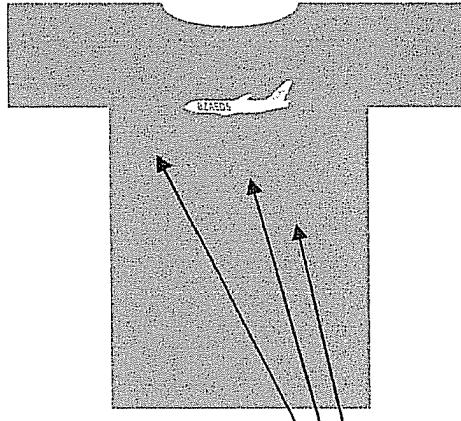
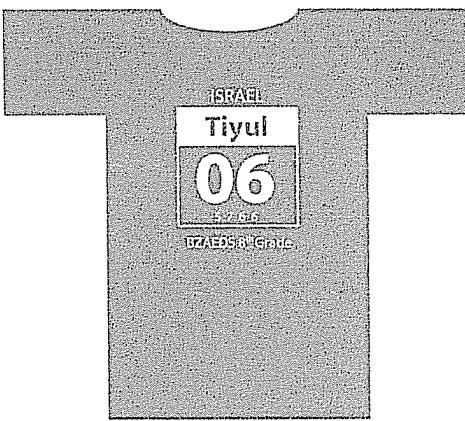


8th Grade

# Israel Trip T-Shirt Orders & Sponsors!

Help Send The 8<sup>TH</sup> Graders To ISRAEL In Style !

## Trip T-Shirt SPONSORS Wanted



SPONSORS.... Your name or logo can go here

"Name" Sponsor - (One Line - See Below) ..... \$ 100.00  
"Name" to Say \_\_\_\_\_ " (<- fill in)  
 Logo Sponsor (please e-mail logo to [Bruce@ParamountHomes.com](mailto:Bruce@ParamountHomes.com) ). \$ 250.00  
(Or send to 2731 N. Lincoln Ave. Chic. 60614 or submit with this form, below)

## Order your T-Shirt NOW: Special Prices to 2/1/06!:

— T-Shirts, [Sm. Med. Lg. XL Pick 1] White & Blue letters at \$20 .00 Each = \$  
— T-Shirts, [Sm. Med. Lg. XL Pick 1] White & Blue letters at \$20.00 Each = \$  
— T-Shirts, [Sm. Med. Lg. XL Pick 1] White & Blue letters at \$20.00 Each = \$  
— T-Shirts, [Sm. Med. Lg. XL Pick 1] Blue & White Letters at \$20.00 Each = \$  
— T-Shirts, [Sm. Med. Lg. XL Pick 1] Blue & White Letters at \$20.00 Each = \$  
— T-Shirts, [Sm. Med. Lg. XL Pick 1] Blue & White Letters at \$20.00 Each = \$

**Total of T-Shirt Order Sub-Total: \$**

**Add your T-Shirt Order & Sponsor Total: \$**

**TO Ms. Huston at the Ft. Desk ALONG WITH YOUR INFO AND THIS FORM.**

NAME : \_\_\_\_\_

ADDRESS: \_\_\_\_\_

PHONE NO: \_\_\_\_\_ E-Mail: \_\_\_\_\_

Any Notes : \_\_\_\_\_

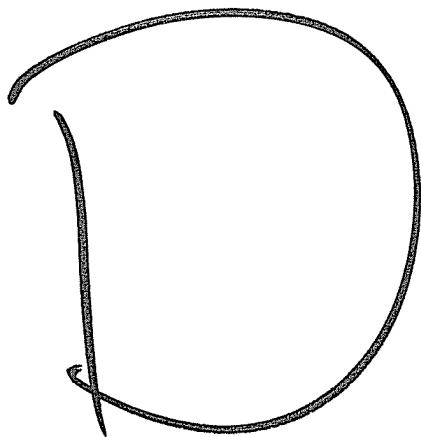
Questions? Contact Bruce Fogelson, [Bruce@ParamountHomes.com](mailto:Bruce@ParamountHomes.com) or (773) 528-6646

Special Prices only good to 2-1-2006 ~ Art by Martin Thaler - © 2005

## THANKS FOR YOUR SUPPORT!



Exhibit D



8th Grade Class  
Fundraising Totals

BZAEDS - 8th Grade Trip Fundraising Budget vs Actual							DRAFT -- Confidential -- By BAF 11/2005						
2005 TRIP - Info.				Ratio			Info			2006 TRIP - Budget			
8th Grade Israel Trip	Revenue	Expense	Profit	Margin	% Raised	% Cost	Revenue	Expense	Profit	Margin	% Raised	% Cost	
Major Gifts Event 1 - 05	\$ -	\$ -	\$ -	0%	\$ 0%	\$ 30,000	\$ 2,500	\$ 27,500	\$ 1100%	\$ 43%	\$ 43%	27%	
Raffles	\$ 9,842	\$ 100	\$ 9,742	9742%	\$ 18%	\$ 1,000	\$ 100	\$ 900	\$ 900%	\$ 1%	\$ 1%	1%	
Bracelets	\$ 660	\$ 100	\$ 560	560%	\$ 1%	\$ 1	\$ 1	\$ -	\$ 0%	\$ 0%	\$ 0%	0%	
Shabbat Treat	\$ 4,799	\$ 1,985	\$ 2,804	141%	\$ 5%	\$ 3%	\$ 10,000	\$ 5,000	\$ 5,000	\$ 100%	\$ 8%	5%	
Playbill - Ad Book	\$ 41,247	\$ 3,728	\$ 37,519	1007%	\$ 68%	\$ 40%	\$ 30,000	\$ 5,000	\$ 25,000	\$ 500%	\$ 39%	24%	
Passover Candy	\$ 3,200	\$ 2,233	\$ 967	43%	\$ 2%	\$ 1%	\$ 3,000	\$ 2,500	\$ 500	\$ 20%	\$ 1%	0%	
Cast Party/Grad. Party	\$ 7,915	\$ 7,141	\$ 773	111%	\$ 1%	\$ 1%	\$ 5,000	\$ 5,000	\$ -	\$ 0%	\$ 0%	0%	
JUF Israel Walk	\$ 3,000	\$ 100	\$ 2,900	2900%	\$ 5%	\$ 3%	\$ 3,000	\$ 100	\$ 2,900	\$ 2900%	\$ 5%	3%	
T-Shirt Sponsors													
Designer T-Shirts Fancy													
Holiday Shopping													
Lox Boxes													
Game Concessions													
Sukkot Deco. Vending													
Babby Sitting													
Shop Israel													
"Next Year" Party 8th & 7th													
Other													
Misc. Admin Expenses													
<b>Sub-Tot. Funds Raised:</b>	<b>\$ 70,663</b>	<b>\$ 15,436</b>	<b>\$ 55,227</b>	<b>358%</b>	<b>100%</b>	<b>59%</b>	<b>\$ 85,001</b>	<b>\$ 21,451</b>	<b>\$ 63,885</b>	<b>298%</b>	<b>100%</b>	<b>62%</b>	
Other Income													
<b>School Funds Saved To Date</b>	<b>Estimate ?</b>	<b>\$ 25,000</b>	<b>T. B. D.</b>		<b>27%</b>		<b>Estimate ?</b>	<b>\$ 25,000</b>	<b>T. B. D.</b>		<b>24%</b>		
<b>Total Income</b>	<b>\$ 70,663</b>	<b>\$ 15,436</b>	<b>\$ 80,227</b>		<b>86%</b>	<b>\$ 85,001</b>	<b>\$ 21,451</b>	<b>\$ 83,885</b>			<b>87%</b>		
<b>Trip Expense</b>		<b>\$ 3,892</b>	<b>\$ 93,400</b>		<b>100%</b>		<b>\$ 3,425</b>		<b>\$ 102,740</b>	<b>T. B. D.</b>		<b>100%</b>	
<b>P &amp; L (P &amp; L carry forward to a Spring Event):</b>		<b>\$ (13,173)</b>			<b>-16%</b>	<b>-14%</b>		<b>\$ (13,845)</b>			<b>-17%</b>	<b>-13%</b>	
Billing (Deficit Only) Avg. Per Kid:	24	\$ (549)	Estimate				30	\$ (462)					
No. Kids + No. Staff =	24	6	30				30	6	36				
Trip Exp. / Kid & / Tot.:	\$ 3,892		\$ 3,113				\$ 3,425		\$ 2,854				
Total Cost of 2005 trip = \$93,400 ('/ 30 students = \$3,113 per student)													
Cost of 2006 trip: airfare will be approximately \$850 more. Budget from Ramah has not been received.													
All figures subject to change, errors, projections, rounding and info provided.													

Exhibit E

E

BASED ON BROADWAY PRESENTS

BERNARD ZELL ACADEMY OF THE PERFORMING ARTS

Disney's

A Book

# HIGH SCHOOL MUSICAL

ON STAGE!

By Brian Conner

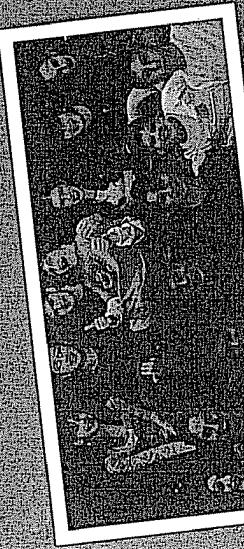


Saturday, March 29, 2008 8:30pm  
Sunday, March 30, 2008 2:30pm  
Sunday, March 30, 2008 8:30pm



EAST HIGH SCHOOL

Samuel K. Zell  
Academy of the Performing Arts



2008

Go Wildcats!

HIP HOP HOORAY!

BIG COSES!

Dear Bernard Zell Anshe Emet Day School Class of 2008:

Can you believe you've arrived on stage for your Operetta performances? Never before have 42 eighth graders starred in this beloved Day School tradition. Bravo for an incredible production! The Day School staff and our entire community join me in applauding your success in *High School Musical* as well as in celebrating your accomplishments as individuals, as scholars, and as a class.

This operetta highlights important lessons: supporting one another, working together, avoiding pre-judgment and overcoming preconceived expectations – all lessons that speak to our school's theme for the year, *Hakarat Ha Tov* – Recognizing the Good. This musical helps remind us of the importance of doing just that – recognizing and acknowledging the good around us every day, something in which your class excels.

In my first year as Head, I remember meeting all of you as you began your Middle School journey on the third floor. Your joyous leadership has filled the entire school with vibrant energy and pride, and *We're All In This Together* exemplifies the spirit of your class. Moreover, each and every one of you represents the tremendous value of a Day School education. You have accomplished remarkable things together and are on the precipice of bigger, more exciting, wonderful successes as you move forward to your next big adventure.

On behalf of the Bernard Zell Anshe Emet Day School community, congratulations and warmest wishes on your upcoming *Tiyul* to Israel.

With heartfelt admiration,



Dr. Alyson Horwitz  
Head of School

2

Shalom Class of 2008,

What a year you are having together! Watching you prepare for the Operetta has been a treat! I don't want to rely on what is becoming a somewhat overused line from your great song – *Together* – so I'll translate it into Hebrew.

"*Yachad*" – you have done it all *b'yachad*. *B'yachad*, you learned your lines. *B'yachad*, you practiced your scenes. *B'yachad*, you sang, danced, laughed and worked hard through your many hours of rehearsals. I am sure that you know the wonderful Israeli song that previous Day School classes have sung at graduation: *Yachad lev e/ lev* – together, heart to heart. This is how I think of you – heart to heart.

Enjoy your magical *High School/Musical* with all your heart as you celebrate this last phase of an amazing middle school year.

Before you know it, we'll be heading off to Israel *b'yachad*. I can't wait! Until then I wish you *hatzlacha rabba*!

Kol Tuv –

Geveret Garfinkel

Dear Families and Friends,

In this year of *Hakarat Ha Tov*, I want to voice my appreciation for the positive energy that this Bernard Zell Anshe Emet Day School Class of 2008 brings to this year's operetta. From the first auditions, the students couldn't wait to make this operetta the best ever – and they have!

Hours of rehearsals alongside homework, term paper, and the *Mifgash*, were packed with the drive for excellence. Their generosity of spirit is an incredibly powerful influence on our younger students in the Middle School.

Hats off to you – Class of 2008! Each of you has worked tirelessly to make the show a success and an unforgettable memory for years to come. You understand what *We're All In This Together* really means!

Fondly,

Mrs. Zimbler

-BZA EDS - '08

Sample AG Book

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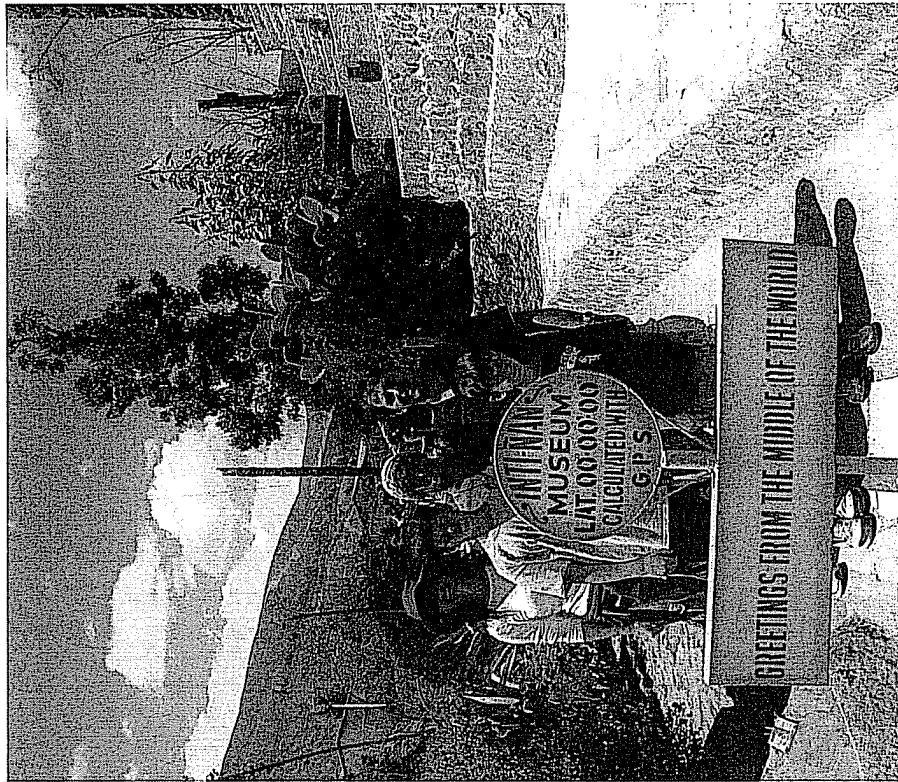


**Mazel Tov Mitch!**

Have fun celebrating  
Israel's 60th Birthday  
with your friends and teachers.

We Love You,

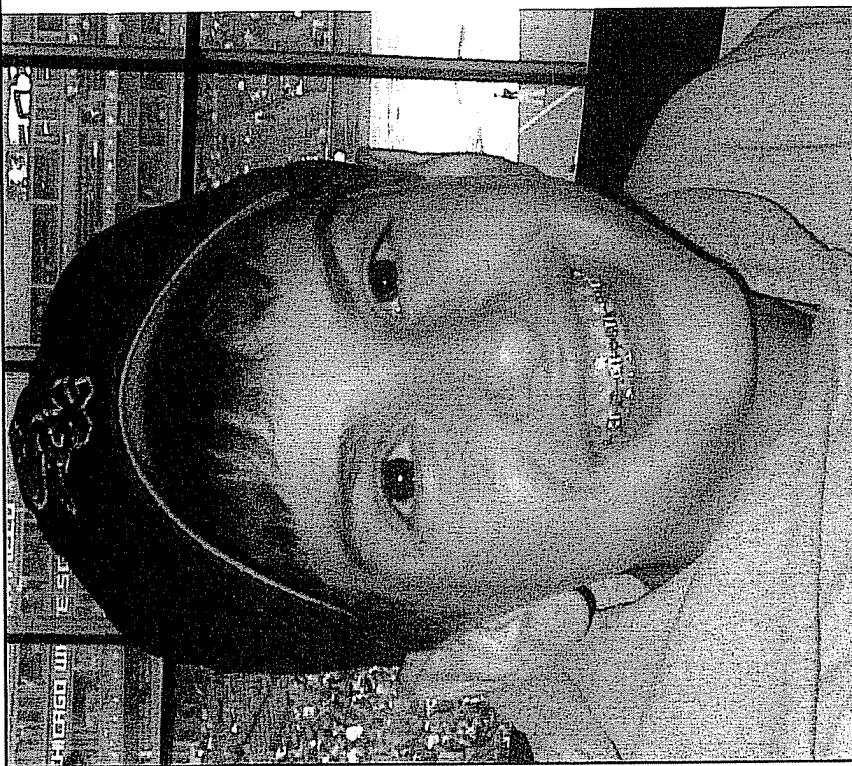
Grandma & Grandpa Fogelson



Mitch,  
You make us proud every day.  
Mazel Tov in The High School Musical.  
Have fun in Israel!

We love you Mitch.  
MOM, Dad, Zach and Aaron

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Top 5 reasons why I will miss BZAEDS:

- 5) Operetta
- 4) 8th Grade Trip to Israel
- 3) Amazing Parents
- 2) Fabulous Teachers
- 1) The Best Community

Thank you BZAEDS for these incredible years of my life.

Mitchell Fogelson  
Class of 2008

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Mazel Tov Mitch

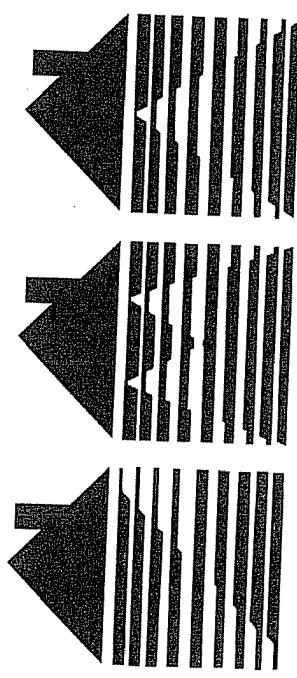
and the

BZAEDS Class of 2008

MITCH, WE ARE SO  
PROUD OF YOU!

WE LOVE YOU!

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Congratulations  
to the cast of

## High School Musical

You have all  
done a  
great job!

Best Wishes,

Congressman Rahm Emanuel  
of the 5th District of Illinois

ld.

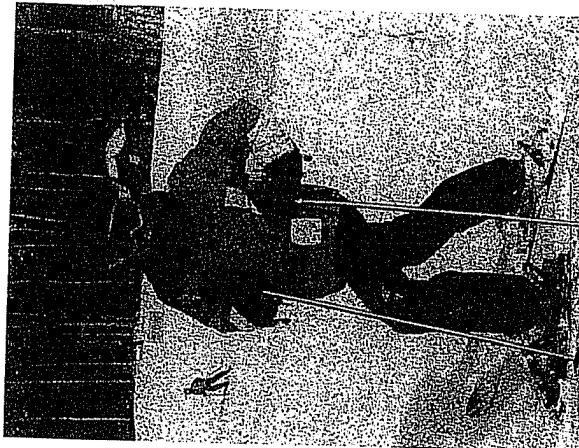
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We knew you  
could ski...

We knew you  
could surf...

...but sing????

We love our  
talented nephew!

Aunt Claudia,  
Uncle Tim,  
Camille,  
Charlotte,  
and Billy

**Shelby,**

**TO THE "4TH"  
PUCKER" . . . .  
BREAK A LEG.**

**Big Love,  
Maggie**



## MORTON REISMAN EIGHTH GRADE OPERETTA

### Fifty-One Years of A Musical Theatre Tradition 1957-2008

In 1957, the first three-act operetta was presented, by the fifth grade. From 1958 to the present, the eighth grade classes have starred in the Operetta with the seventh grade in supporting roles during some years.

Year	Title	Director
1957	Hansel & Gretel (Engelbert Humperdinck)	Morton Reisman
1958	The Magic Flute (Mozart)	Morton Reisman
1959	H.M.S. Pirata (Gilbert & Sullivan)	Morton Reisman
1960	Masquerade in Vienna (adapted Johann Strauss)	Morton Reisman
1961	The Hitler and Thither of Danny Dither (Alex North)	Morton Reisman
1962	Robin Hood (De Koven)	Morton Reisman
1963	H.M.S. Pirata (Gilbert & Sullivan)	Morton Reisman
1964	The Adventures of Tom Sawyer (R. Gibson)	Morton Reisman
1965	Rip Van Winkle (C. Flory & N. Flagello)	Morton Reisman
1966	The Mikado (Gilbert & Sullivan)	Morton Reisman
1967	The Magic Flute (Mozart)	Morton Reisman
1968	The Seven Golden Buttons (Ira & Judith Eisenstein)	Brina Rodin
1969	Danny Angel in Mission Incredible (Alex. North)	Aviva Crane
1970	To Wake a King (Harry Coopersmith)	Brina Rodin
1971	The King & I (Rodgers & Hammerstein)	Dorothy Meyers
1972	South Pacific (Rodgers & Hammerstein)	Dorothy Meyers
1973	Fiddler on the Roof (Jerry Bock)	Dorothy Meyers
1974	The Mikado (Gilbert & Sullivan)	Dorothy Meyers
1975	Oliver! (Lionel Bart)	Dorothy Meyers
1976	To Be Free (Daniel Kahn)	Daniel Kahn
1977	The Sound of Music (Rodgers & Hammerstein)	Tom Muia
1978	Annie Get Your Gun (Irving Berlin)	Deborah Martello
1979	Oklahoma! (Rodgers & Hammerstein)	Marvin Richardson
1980	Brigadoon (Frederick Loewe)	Pearl & Sutie Harand
1981	My Fair Wizard of Oz (Arlen & Stoltart)	Pearl & Sutie Harand
1982	Florell (Jerry Bock)	Pearl & Sutie Harand
1983	Of These We Sing (Gershwin)	Pearl & Sutie Harand
1984	Guys & Dolls (Frank Loesser)	Pearl & Sutie Harand
1985	South Pacific (Rodgers & Hammerstein)	Pearl & Sutie Harand
1986	The King & I (Rodgers & Hammerstein)	Pearl & Sutie Harand
1987	Pippin (Stephen Schwartz)	Dorothy Meyers
1988	The Music Man (Meredith Wilson)	Robb Zelenky
1989	The Wiz (Charlie Smalls)	Robb Zelenky
1990	Once Upon a Mattress (Mary Rodgers)	Leeza Waitstein
1991	West Side Story (Leonard Bernstein & Stephen Sondheim)	Jeff Dukdek
1992	Grease (Jim Jacobs and Warren Casey)	Jeff Dukdek & Andrea Toshir
1993	Oliver! (Lionel Bart)	Manon Gustafeste & Charki Dunn
1994	Bye Bye Birdie (Michael Stewart)	Manon Spadaro
1995	Guys & Dolls (Frank Loesser)	Manon Spadaro
1996	Fiddler on the Roof (Jerry Bock)	David B. Cohen
1997	The Music Man (Meredith Wilson)	David B. Cohen
1998	The King & I (Rodgers & Hammerstein)	Mary Lander
1999	West Side Story (Leonard Bernstein & Stephen Sondheim)	Reece Livingstone
2000	Into The Woods (James Lapine & Stephen Sondheim)	Reece Livingstone
2001	Pippin (Stephen Schwartz)	Reece Livingstone
2002	Flower Drum Song (Rodgers & Hammerstein)	Reece Livingstone
2003	Kiss Me, Kate (Cole Porter)	Reece Livingstone
2004	The Mikado (Gilbert & Sullivan)	Mary Lander
2005	Annie Get Your Gun (Irving Berlin)	Reece Livingstone
2006	Oliver! (Lionel Bart)	Abigail Leigh Huss
2007	The Wizard of Oz (Harold Arlen, E.Y. Harburg)	Abigail Leigh Huss
2008	High School Musical (Simpatico, Louisele, Gerrard, Nevil, Cham, Cham, Seeley, Peterson, Quinn, Dodd, Watis, Lawrence, Greenberg, Houston, Barsocchini)	Abigail Leigh Huss

## SHOWSTOPPERS

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Sample A J. Book

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ON STAGE!



Bernard Zet Anske Enter Day School - Operetta Playbill 2008



2008

Co-Written  
by Michael

HIP HOP HOORAY!

Saturday, March 29, 2008 8:30pm  
Sunday, March 30, 2008 2:30pm  
BLJM COMMUNITY HALL



Exhibit F

F

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- All ads are in black and white.
- TIFF or EPS Files 300 DPI
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